



Export Promotion Symposium

Fueling Economic Growth Through Exports

March 23, 2005 • Washington State Convention and Trade Center

King County, the Trade Development Alliance of Greater Seattle, the U.S. Export Assistance Center, the Washington Council on International Trade, and the Washington State Department of Community, Trade and Economic Development are pleased to host this dynamic gathering where renowned export professionals will share the freshest thinking on export trends and opportunities.

Symposium Speakers

The Export Promotion Symposium will feature a distinguished panel of international trade specialists and business leaders:

- **JEFF AKE**, a nationally recognized entrepreneur and export specialist, will provide compelling testimony as to the profitability and ease of exporting products and services overseas.
- Representatives from **ATTACHMATE CORPORATION** and **ARMSTRONG LUMBER** will present first-hand accounts of their companies' paths to international success.
- **WISTAR KAY** of the Washington State Department of Community, Trade and Economic Development will discuss business trends and opportunities in the software sector.
- **MARGARET LU** from Davis Wright Tremaine, the first law firm authorized to open an office in Shanghai, will highlight China's enormous economic potential and discuss current business prospects and resources in the country.

Program Schedule

GOALS: Promote the benefits and ease of exporting, and demystify the exporting process.

WHO SHOULD ATTEND: Small and medium-sized businesses interested in developing or expanding exporting strategies for their firms.

Welcome and Opening Remarks

Ron Sims, KING COUNTY EXECUTIVE

Keynote Speaker

Jeff Ake, PRESIDENT AND CEO, EQUIPMENT EXPRESS

Manufacturing Sector

Tod Sakai, MANAGING DIRECTOR, ARMSTRONG LUMBER

Software Sector

Wistar Kay, BUSINESS DEVELOPMENT MANAGER/
INTERNATIONAL TRADE DIVISION, CTED

David Bennett, VICE PRESIDENT/INTERNATIONAL OPERATIONS,
ATTACHMATE CORPORATION

Country Profile: China

Margaret Lu, ATTORNEY, DAVIS WRIGHT TREMAINE

Export Mentor Program

Goals and objectives of program

Exporting Resources

Bill Stafford, PRESIDENT, TRADE DEVELOPMENT ALLIANCE

Question and Answer Panel

Concluding Remarks

Information and Resource Gallery

All attendees of the Export Promotion Symposium will receive a comprehensive directory of export resources as well as the opportunity to participate in an Export Mentor Program.

SPONSORS AND PARTNERS

Sponsors

The Puget Sound Business Journal, the Port of Seattle, enterpriseSeattle, Davis Wright Tremaine.

Partners

King County, the Trade Development Alliance of Greater Seattle, the U.S. Export Assistance Center, the Washington Council on International Trade, and the Washington State Department of Community, Trade, and Economic Development.

The 2005 Export Promotion Symposium is also made possible by a grant from the U.S. Economic Development Administration.

REGISTRATION

- **Ticket Price:** \$50 pre-registered, \$55 at the door. Registration available by phone, fax, email, or mail.
- **Please contact:** Ms. Michelle Grey, Trade Development Alliance
1301 Fifth Avenue, Suite 2500, Seattle, WA 98101-2603
Tel: 206-389-7301 / Fax: 206-624-5689
Email: michelleg@seattlechamber.com
- Make checks payable to the **Trade Development Alliance**.

When: March 23, 2005
Symposium: 7:45 AM – 12:30 PM
Resource Gallery: 12:30 PM – 2:00 PM
Where: Washington State Convention and Trade Center
800 Convention Place
Seattle, WA 98101 / (206) 694-5000

NAME:
TITLE:
ORGANIZATION:
ADDRESS:
PHONE:
FAX:
EMAIL:

TO BE CHARGED TO:
<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS
EXPIRATION DATE:
FULL NAME ON CREDIT CARD:
CREDIT CARD NUMBER:
CARDHOLDER'S BILLING ADDRESS:

For online registration information, please visit the Trade Development Alliance website: www.seattletradealliance.com and click on Export Promotion Symposium.